## Industry Panel: I Want to (Net)work With You, But I Don't Know What/Where/Who You Are

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## Required GAAP Reconciliation and Forward-Looking Statements

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### What Is Sociab Software?

Harold Pulhug In Sen

New Post + My View

Harold's Blog New Post +

Hi Everyone, Cisco is Here

Blogs

Harold Pulhug

PRODUCT MANAGER.ENGINEERING

San Jose for May priority list raview

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cisco. Cisco fired a salvo deep into the ent, Google) with its own suite of produ

troduced numerous video and real-tim

yzes messaging, tags, content, and e-mail oups, or the entire organization. Cisco's

Mail Stop SEA1/5/, Sea United States.

1 8

#### Enterprise security & policy mgmt

## Business system integration

#### **Rich communications**

#### Contextual and Semantic Search

Subscribe to trusted content sources or people

Develop & manage

personal online profiles

CISCO

0/00

DIR.PRODUCT MARKETING

Product Mgr

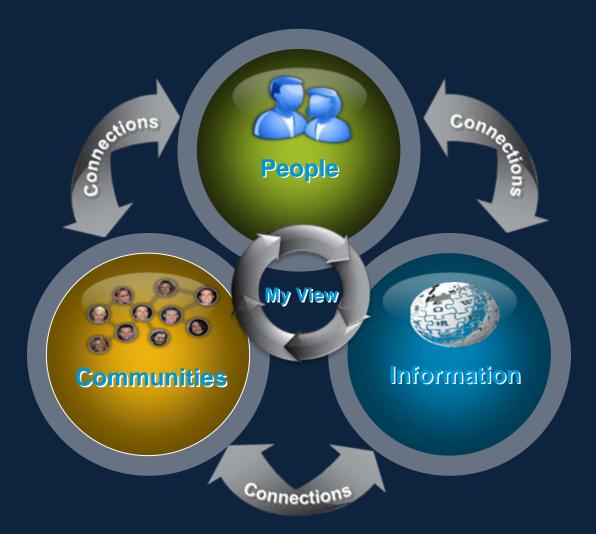
PROGRAM

Web Content Display

#### Easily create, publish, share, and consume content and expertise

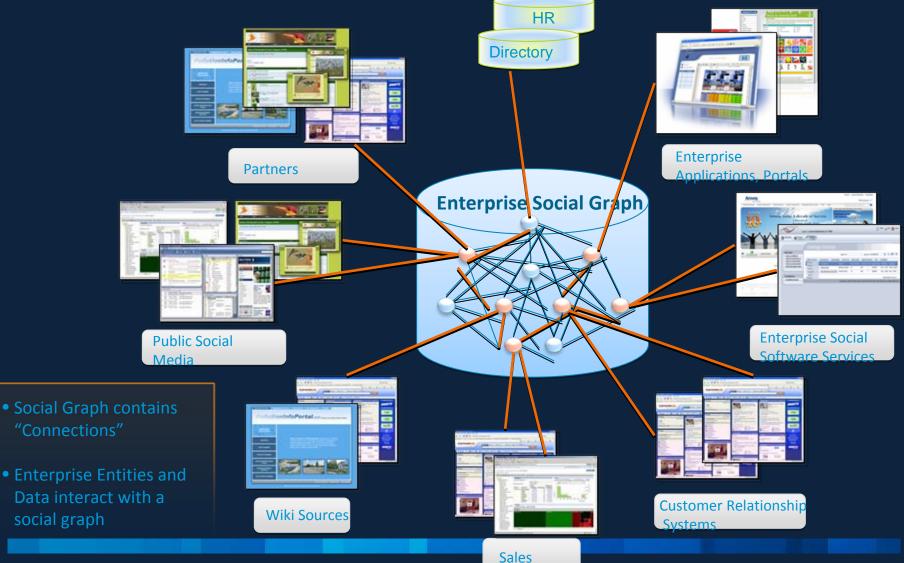
#### Dynamically form and participate in virtual communities

## The Power of Semantic Connections



Delivering relevant, contextual content based on relationships, profile & activity

## The Enterprise Social Graph - Busting Enterprise Knowledge Silos



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## Changing the Way We Live, Learn, Work and Play

## Thank you.

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